

WHAT IS CLAIMED IS:

1       1. A method of increasing consumer awareness of  
2       products or services which are advertised in  
3       television commercials, comprising:  
4               enhancing a plurality of television commercials  
5       by displaying a marketing website logo during each of  
6       said plurality of enhanced television commercials;  
7               providing a marketing website which is associated  
8       with and identified by said marketing website logo and  
9       which is accessible by consumers;  
10          displaying to a consumer who has entered said  
11       marketing website in response to viewing a particular  
12       enhanced television commercial a list of television  
13       networks on which enhanced television commercials have  
14       aired, and prompting the consumer to select the  
15       particular television network on which the consumer  
16       viewed the particular enhanced television commercial;  
17          displaying to the consumer a list of television  
18       shows broadcasted by the particular television network  
19       during which television shows enhanced television  
20       commercials have been broadcasted, and prompting the  
21       consumer to select the particular television show  
22       during which the consumer viewed the particular  
23       enhanced television commercial;  
24          displaying to the consumer a list of enhanced  
25       television commercials which were broadcasted during  
26       the particular television show, and prompting the  
27       consumer to select the particular enhanced television  
28       commercial; and  
29          providing a game or contest for the consumer to  
30       play which game or contest provides information on or  
31       relates to the particular product or service  
32       advertised by the particular enhanced television  
33       commercial.

1       2. A method as defined in Claim 1, wherein said  
2 enhancing step comprises:

3               placing said marketing website logo in a  
4 prominent position during at least a portion of each  
5 of said television commercials.

1       3. A method as defined in Claim 1, wherein said  
2 marketing website logo comprises:

3               the Universal Resource Locator ("URL") address of  
4 said marketing website; and

5               a stylized logo which contains said URL address  
6 of said marketing website.

1       4. A method as defined in Claim 1, additionally  
2 comprising:

3               enhancing printed materials which are transmitted  
4 to consumers by printing said marketing website logo  
5 thereupon.

1       5. A method as defined in Claim 4, wherein said  
2 printed materials comprise at least one of the group  
3 consisting of:

4               billing statements, print advertisements,  
5 telephone advertisements, and billboards.

1       6. A method as defined in Claim 1, wherein said step  
2 of displaying a list of television networks comprises:

3               displaying a readily recognizable logo for each  
4 of said television networks on which at least one  
5 enhanced television commercial has aired.

1       7. A method as defined in Claim 6, additionally  
2 comprising:

3           enhancing at least one type of printed material  
4    which is to be transmitted to consumers by printing  
5    said marketing website logo thereupon; and

6           displaying, simultaneously with said step of  
7    displaying a list of television networks, a readily  
8    recognizable logo for said type of printed material.

1    8. A method as defined in Claim 1, wherein said step  
2    of displaying a list of television shows comprises:

3           displaying a readily recognizable name or logo  
4    for each of said television shows during which at  
5    least one enhanced television commercials has aired.

1    9. A method as defined in Claim 1, wherein said step  
2    of displaying a list of enhanced television  
3    commercials comprises:

4           displaying a separate information element  
5    associated with each enhanced television commercial  
6    which was broadcasted.

1    10. A method as defined in Claim 9, wherein said  
2    information element comprises:

3           at least one item selected from the group  
4    consisting of the name of a company which manufactures  
5    or sells a product or service being advertised, a  
6    model name or number of a product or service being  
7    advertised, and information about a prize being  
8    awarded in said game or contest.

1    11. A method as defined in Claim 1, wherein said  
2    prompting steps lead the consumer to make the  
3    appropriate selection by placing a cursor of a mouse  
4    on a desired location and clicking a button of the  
5    mouse to make the selection.

1       12. A method as defined in Claim 1, additionally  
2 comprising:

3           obtaining demographic information from the  
4 consumer.

1       13. A method as defined in Claim 12, wherein said  
2 obtaining step comprises:

3           obtaining information about the consumer  
4 regarding at least two items from the group consisting  
5 of the consumer's gender, the consumer's age, the  
6 consumer's relationship status, the consumer's  
7 residential occupancy type, the consumer's zip code,  
8 the consumer's salary bracket or household income, the  
9 consumer's household size, and the consumer's  
10 television viewing or radio listening habits.

1       14. A method as defined in Claim 1, additionally  
2 comprising:

3           requiring each consumer accessing said marketing  
4 website to register by providing certain information  
5 prior to said providing step.

1       15. A method as defined in Claim 14, wherein said  
2 information comprises:

3           at least two items from the group consisting of  
4 the consumer's name, the consumer's e-mail address,  
5 the consumer's address, and the consumer's zip code.

1       16. A method as defined in Claim 14, wherein said  
2 requiring step comprises:

3           determining whether the consumer has previously  
4 registered;

5           if the consumer has previously registered,  
6 requiring the consumer to log in; and

7           if the consumer has not previously registered,  
8 requiring the consumer to register.

1       17. A method as defined in Claim 1, wherein said  
2 providing step comprises:

3           providing to the consumer the game or contest  
4 related to the particular product or service  
5 advertised by the particular enhanced television  
6 commercial; and

7           upon completion of the game or contest related to  
8 the particular product or service advertised by the  
9 particular enhanced television commercial, providing  
10 to the consumer the consumer's score or standing.

1       18. A method as defined in Claim 17, wherein said  
2 providing step additionally comprises:

3           providing to the consumer the option to be  
4 notified of the final game or contest results and  
5 allowing the consumer to select said option.

1       19. A method as defined in Claim 18, wherein if the  
2 consumer has selected the option to be notified of the  
3 final game or contest results, said notification is  
4 provided by one of the delivery mechanisms selected  
5 from the group consisting of e-mail, voice e-mail,  
6 pager alert, wireless e-mail, or by providing a  
7 toll-free telephone number.

1       20. A method as defined in Claim 1, wherein said  
2 providing step comprises:

3           displaying to the consumer a plurality of  
4 additional games or contests which can be played;

5           prompting the consumer to select at least one  
6 additional game or contest to be played;

7           upon selection by the consumer of such additional  
8 game(s) or contest(s) to be played, or the consumer  
9 declining to do so, providing to the consumer the game  
10 or contest related to the particular product or  
11 service advertised by the particular enhanced  
12 television commercial; and

13           following completion of the game or contest  
14 related to the particular product or service  
15 advertised by the particular enhanced television  
16 commercial, providing to the additional game(s) or  
17 contest(s) selected.

1       21. A method as defined in Claim 20, wherein said  
2 additional games or contests are related to products  
3 or services which in turn are related to the  
4 particular product or service advertised by the  
5 particular enhanced television commercial.

1       22. A method as defined in Claim 20, further  
2 comprising:

3           delivering a coupon to the consumer following the  
4 completion of at least one of the additional games,  
5 wherein said coupon may be printed by said consumer.

1       23. A method as defined in Claim 1, wherein said game  
2 or contest comprises:

3           a game or contest in which the consumer is  
4 required to provide information from the particular  
5 enhanced commercial, and the scoring for such game or  
6 contest is based upon the degree to which such  
7 information is correctly provided.

1       24. A method as defined in Claim 1, wherein by  
2       obtaining a sufficient score in said game or contest,  
3       the consumer is entered into a drawing for a prize.

1       25. A method of increasing consumer awareness of a  
2       product or service which is advertised in a television  
3       commercial, comprising:

4               displaying a marketing website logo during the  
5       television commercial;

6               providing a marketing website which is associated  
7       with and identified by said marketing website logo and  
8       which is accessible by consumers;

9               displaying to a consumer who has entered said  
10      marketing website in response to viewing the  
11      television commercial a list of television networks on  
12      which television commercials which display said  
13      marketing website logo have been broadcasted, and  
14      prompting the consumer to select the television  
15      network on which the consumer viewed the television  
16      commercial;

17              in response to the consumer's selection of a  
18      particular television network, displaying to the  
19      consumer a list of television shows broadcasted by the  
20      particular television network during which television  
21      shows television commercials which display said  
22      marketing website logo have been broadcasted, and  
23      prompting the consumer to select the television show  
24      during which the consumer viewed the television  
25      commercial;

26              in response to the consumer's selection of a  
27      particular television show, displaying to the consumer  
28      a list of television commercials which display said  
29      marketing website logo and which were broadcasted

30 during the selected television show, and prompting the  
31 consumer to select the television commercial; and  
32 in response to the consumer's selection of the  
33 television commercial, providing a game or contest for  
34 the consumer to play which game or contest provides  
35 information on or relates to the particular product or  
36 service advertised by the television commercial.

1       26. A method of increasing consumer awareness of  
2 products or services which are advertised in  
3 television commercials, comprising:

4 enhancing a plurality of television commercials  
5 by displaying a marketing website logo during each of  
6 said plurality of enhanced television commercials;

7 providing a marketing website which is associated  
8 with and identified by said marketing website logo and  
9 which is accessible by consumers;

10 displaying to a consumer who has entered said  
11 marketing website in response to viewing a particular  
12 enhanced television commercial a list of television  
13 networks on which enhanced television commercials have  
14 aired, and prompting the consumer to select the  
15 particular television network on which the consumer  
16 viewed the particular enhanced television commercial;

17           in response to the consumer's selection of a  
18 particular television network, displaying to the  
19 consumer a list of television shows broadcasted by the  
20 particular television network during which television  
21 shows enhanced television commercials have been  
22 broadcasted, and prompting the consumer to select the  
23 particular television show during which the consumer  
24 viewed the particular enhanced television commercial.

25 in response to the consumer's selection of a  
26 particular television show, displaying to the consumer

27 a list of enhanced television commercials which were  
28 broadcasted during the particular television show, and  
29 prompting the consumer to select the particular  
30 enhanced television commercial; and

31 in response to the consumer's selection of the  
32 particular enhanced television commercial, providing a  
33 game or contest in which the consumer may play for a  
34 prize or award, which game or contest provides  
35 information on or relates to the particular product or  
36 service advertised by the particular enhanced  
37 television commercial.

1 27. A method of enhancing the marketing of products  
2 or services which are advertised in television  
3 commercials, comprising:

4 providing a marketing website which is associated  
5 with an indicia and which is accessible by consumers;  
6 enhancing a plurality of television commercials  
7 by displaying said indicia which is associated with  
8 said marketing website during each of said plurality  
9 of enhanced television commercials;

10 providing incentives to motivate consumers to  
11 enter said marketing website in response to viewing  
12 enhanced television commercials;

13 displaying to a consumer who has entered said  
14 marketing website in response to viewing a particular  
15 enhanced television commercial a series of screens  
16 which prompt the consumer to select the particular  
17 enhanced television commercial viewed by the consumer;  
18 and

19 providing marketing information relating to the  
20 product advertised by the particular enhanced  
21 television commercial viewed by the consumer in a  
22 manner which is associated with said incentives.

1       28. A method of marketing products or services,  
2 comprising:

3               providing a marketing website having a particular  
4 web address;

5               broadcasting said web address in conjunction with  
6 each of a plurality of television commercials;

7               first, allowing a consumer entering said  
8 marketing website to select the particular television  
9 network on which the consumer viewed a particular one  
10 of said plurality of television commercials;

11              second, allowing the consumer to select the  
12 particular television show during which the consumer  
13 viewed said particular television commercial;

14              third, allowing the consumer to select said  
15 particular television commercial; and

16              fourth, providing marketing information relating  
17 to the product advertised by the particular enhanced  
18 television commercial in a manner which the consumer  
19 finds gratifying.